

REMARKS

Claims 1, 5, 14 – 16, and 20 - 23 are pending. Claims 1 and 15 have been amended. Claims 2 – 4, 6 – 13, and 17 – 19 have been cancelled. No new matter has been added. Reexamination and reconsideration of the present application are respectfully requested.

The Examiner rejected claims 1 – 13, 15, and 17 – 19 under 35 U.S.C. 102(e) as being anticipated by U.S. Published Patent Application No. 2002/0165764 to Wade et al (“the Wade reference”). The Examiner rejected claims 14, 16, and 20 – 23 under 35 U.S.C. § 103(a) as being unpatentable over the Wade reference in view of Japanese Patent No. JP410151266A to Tetsuya (“the Tetsuya reference”). These rejections are respectfully traversed in so far as they are applicable to the presently pending claims.

The Wade reference teaches a merchandizing system wherein consumers use computer terminals to view advertisements, play games, and purchase products over a computer network. The terminals are connected to a central computer system via a computer network. To access the computer network, a consumer must become a member and be issued a “smart card” encoded with personal information, such as identification and individual interests. When the consumer logs on to the terminal, the central computer system reads the smart card and presents product information according to the consumer’s interests may be browsed from the web content database 88. (*Wade, paragraph 34*).

The smart card is also used to store “play points” and “netstamps.” “Play points” are used as an incentive to view products. Members are awarded “play points” when they browse product pages on the web site housing the prize catalog. Play points are

not directly redeemable for products. Instead, they are used to play games installed in a games database. When a consumer plays a game and wins a prize, a reward may be issued in the form of a credit called a "netstamp." "Netstamps" can then be used towards the purchase products included in an online prize catalog. (*Wade, paragraphs 33 and 34*).

The consumer can peruse products in the prize catalog at any time after logging onto the website. This is true regardless of how many netstamps the consumer has accumulated. If the consumer has not accumulated enough netstamps to purchase a product, the consumer may tag the product and the system will issue a notification when enough netstamps have been accumulated to order the product. The consumer can then either confirm or cancel the order. The consumer can therefore view the prize catalog, tag desired products, and then have the products delivered when sufficient netstamps have been accumulated. (*Wade, paragraph 35*). In other words, the Wade reference is discussing a user identifying him or herself with a SIM card, logging onto a single web site from a web content database, and perusing the products listed at this website.

Claim 1, as amended, distinguishes over the Wade reference. Claim 1, as amended, recites:

A game prize providing method comprising the steps of:  
allowing a player to play a prescribed game on a game device;  
transmitting a score of the prescribed game to a management server that is connected to the game device via a network so as to manage the game device;  
**providing the game device with one or more location data specifying one or more homepages of shopping sites, which provide prize information selected in response to the score of the prescribed game;**  
**upon selection of the desired one of the location data provided**

**online, displaying the homepage of the shopping site designated by the selected location data by the game device using browsing software; and**

upon selection of a commodity listed on the homepage, transmitting the selection from the gate device to the shop server handling the home page.

The Wade reference does not disclose, teach, or suggest the method of claim 1.

Specifically, the Wade reference discloses that a user can enter a merchandizing center web site through a theatre terminal and either browse products stored in a web content database, go to a consumer database, or go to a game database. In other words, the terminal at the theatre is provided with access to one device or one location automatically, i.e., the location of the merchandizing web site. A user can earn play points when they browse the product in an online catalog at the merchandizing web size, utilize these play points to play games from the games database, and earn netstamps towards purchasing products when the user plays the game in a games database.

This is not the same as a game prize providing method including **providing the game device with one or more location data specifying one or more homepages of shopping sites, which provide prize information selected in response to the score of the prescribed game.** It is not the same because the Wade reference does not disclose that its merchandizing center web site provides the game device with one or more location data specifying homepages of shopping sites. Instead, the Wade reference discloses that one prize catalog is displayed and that a user can browse the prize catalog of the merchandizing center web site. There is **no location data being provided to the game device with homepage data specifying one or more**

**homepages of shopping sites**, as is recited in claim 1, as amended. The Wade reference admits this when it states that an advantage of the present invention is that it provides a mail order / catalog business with an advertising medium that competes with shopping center retail stores. In other words, the Wade reference does not want to disclose the home pages of shopping sites because it is designed for a mail order / catalog business and that mail order or catalog business's web site. In responding to the applicant's last amendment, the Examiner stated that the Wade reference discloses providing the game player with a list or catalog of different merchandises from different advertisers. (*Office Action*, page 6). However, as discussed above, this is not the **providing of homepage data of one or more homepages of other shopping sites**, because the Wade reference is disclosing only listing and displaying its own catalog.

In addition, the Wade reference discloses that prize information (or product information) is displayed when a user enters the merchandizing center web site. This is in contrast to the providing of **one or more homepage data of shopping sites, which provide prize information selected in response to the score of the prescribed game**, as specified in claim 1. In other words, the Wade reference does not provide information **in response to the score of the prescribed game**, the Wade reference provides product or prize information after login to the merchandizing center web site. According, the applicant respectfully submits that claim 1, as amended, distinguishes over the Wade reference.

Claim 1, as amended, further distinguishes over the Wade reference. The Wade reference also does not disclose, teach, or suggest a game prize providing method including **upon selection of the desired one of the location data provided online**,

**displaying the homepage of the shopping site designated by the selected location data by the game device using browsing software.** The Wade reference does not disclose the above highlighted limitation because it does not allow the user to select location data (i.e., of one of the shopping sites). Instead, the Wade reference discloses that the user of its system can go to its own online catalog. Accordingly, the Wade reference further does not disclose **displaying the homepage of the shopping site designated by the selection location data** because the only thing the Wade reference is displaying is products listed at the merchandizing center's web site. It is not disclosing displaying of homepages of other shopping sites. Accordingly, applicant respectfully submits that claim 1, as amended, further distinguishes over the Wade reference.

The Tetsuya reference does not make up for the deficiencies of the Wade reference. The Examiner utilizes the Tetsuya reference to disclose a gaming network including pachinko game machines. (Office Action, page 5). The applicant understands the Examiner's use of the Tetsuya reference. However, the Tetsuya reference does not disclose a game prize providing method including **providing the game device with one or more location data specifying one or more homepages of shopping sites, which provide prize information selected in response to the score of the prescribed game and upon selection of the desired one of the location data provided online, displaying the homepage of the shopping site designated by the selected location data by the game device using browsing software.** Accordingly, applicant respectfully submits that claim 1, as amended, distinguishes over the Wade / Tetsuya combination.

Claim 15, as amended, recites limitations similar to claim 1, as amended.

Accordingly, claim 15, as amended, distinguishes over the Wade / Tetsuya reference for reasons similar to those discussed above in regard to the claim 1, as amended.

Claims 5, 14, 16, and 20 – 23 depend, directly or indirectly, on independent claims 1 and 15, both as amended. Accordingly, applicant respectfully submits that claim 5, 14, 16, and 20 – 23 distinguish over the Wade / Tetsuya reference for the same reasons as those discussed above in regard to claim 1, as amended.

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Applicant believes that the foregoing remarks place the application in condition for allowance, and a favorable action is respectfully requested. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a telephone conference would advance prosecution of the application.

Respectfully submitted,

PILLSBURY WINTHROP SHAW PITTMAN LLP

Date: February 21, 2006

By: 

Roger Wise

Registration No. 31,204

Attorney for Applicant(s)

By: 

Mark R. Kendrick

Registration No. 48,468

Attorney for Applicant(s)

725 South Figueroa Street, Suite 2800  
Los Angeles, CA 90017-5406  
Telephone: (213) 488-7100  
Facsimile: (213) 629-1033